

## Liverpool John Moores University

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Title: COMMUNICATION ANALYSIS  
Status: Definitive  
Code: **6003MASSCO** (110944)  
Version Start Date: 01-08-2012

Owning School/Faculty: Humanities and Social Science  
Teaching School/Faculty: Humanities and Social Science

Team	Leader
Iqbal Akthar	Y
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**Academic Level:** FHEQ6  
**Credit Value:** 24.00  
**Total Delivered Hours:** 42.00

**Total Learning Hours:** 240  
**Private Study:** 198

### Delivery Options

Course typically offered: Non Standard Year Long

Component	Contact Hours
Lecture	12.000
Tutorial	6.000
Workshop	24.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	1 x 1000 word essay	20.0	
Report	AS2	1 x 2000 word essay	50.0	
Report	AS3	1 x 1500 word essay	30.0	

### Aims

*To encourage effective analysis of thematic representation in film and television, including a critical analysis of different audiences.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Offer a critical analysis of filmic text/s.
- 2 Critically evaluate scholarly approaches to film and television audiences
- 3 Critically evaluate new information and concepts for a research project.

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

essay	1
report	2
report	3

## Outline Syllabus

*Block 1: Representation (comparison of criticism and modes of analysis regarding media representations of the city in 21st century film)*

*Block 2: Audiences (examination of techniques available in the analysis of media audiences)*

*Block 3: Project proposal.*

## Learning Activities

Lectures, tutorials and workshop exercises.

## References

<b>Course Material</b>	Book
<b>Author</b>	Dr Pat Brereton
<b>Publishing Year</b>	2012
<b>Title</b>	Smart Cinema, DVD ADD-Ons and New Audience Pleasures
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Palgrave Macmillan
<b>ISBN</b>	0230282776

<b>Course Material</b>	Book
<b>Author</b>	Helen Wood
<b>Publishing Year</b>	2013
<b>Title</b>	Active Audiences
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	0415671990

<b>Course Material</b>	Book
<b>Author</b>	Francis Lobiane Rakotsoane
<b>Publishing Year</b>	2012
<b>Title</b>	Proposal-Writing for a Research Project, Thesis and Dissertation
<b>Subtitle</b>	A Step-by-Step Guide to Research Proposal
<b>Edition</b>	
<b>Publisher</b>	LAP LAMBERT Academic Publishing
<b>ISBN</b>	3848416301

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### Notes

The module reviews different methods of analysis for the investigation of filmic audiences, filmic texts, and television. Students will also design a project proposal drawing a range of theoretical concepts and methodological approaches studied on the course.